

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Brian Axe et al. Art Unit : 3622
Serial No. : 10/656,917 Examiner : Alvin L. Brown
Filed : September 5, 2003 Conf. No. : 8377
Title : IDENTIFYING AND/OR BLOCKING ADS SUCH AS DOCUMENT-SPECIFIC
COMPETITIVE ADS

Mail Stop Amendment

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INTERVIEW SUMMARY, AND

AMENDMENT IN REPLY TO ACTION OF JUNE 9, 2011

Please amend the above-identified application as follows:

CERTIFICATE OF MAILING BY EFS-WEB FILING

I hereby certify that this paper was filed with the Patent and Trademark
Office using the EFS-WEB system on this date: October 7, 2011